

# Arizona Ready

Conducted for

**IWS**

April 2014



WestGroup Research  
3033 North 44<sup>th</sup> St., Ste. 150  
Phoenix, Arizona 85018

# Background & Methodology

- Questions regarding *Arizona Ready / Common Core State Standards* were included in the March 2014 WestTrack omnibus phone study.
  - *The October 2012, April, August and November 2013 WestTrack studies included similar questions (although in a different order) regarding Common Core State Standards.*
- 452 Interviews completed in March 2014
  - November 2013: n=478
  - August 2013: n=431
  - April 2013: n=596\*
  - October 2012: n=431
- Interviewing was conducted between March 13 and 30, 2014

*\* The April 2013 WestTrack Report indicates there were 698 completes, which there were. However, in that month, there was an oversample in the Phoenix study, which resulted in an over-statement of Phoenix residents in the findings. In the August Report, the proportion of Phoenix, Tucson, and outlying areas reported in April is consistent with the other months. As a result, the percentages in this report may be 1% to 3% different than shown in the April Report.*

# Summary

- **Overall, awareness of *Arizona's College and Career Ready Standards / Common Core State Standards* has increased significantly** in the past 18 months with 45% at least “a little” aware in October 2012 and 61% at least “a little” aware in March 2014.
- **Favorability ratings have decreased during that time.** In the initial study conducted in October 2012, 23% said they had an unfavorable (somewhat or very) impression of then “Common Core.” In the most recent study, 45% said they had an unfavorable opinion of the initiative.
- Interestingly, **opposition drops considerably after being read a brief description of the new standards** – 19% are somewhat/strongly opposed. This number has been consistent over the past 8-9 months. Said another way, seven in ten are strongly or somewhat in favor of implementation.
- **Likelihood of engaging in various activities in support of Arizona's College and Career Ready Standards has stayed steady** over the past few months, with two in ten saying they are very likely to engage and another three in ten maintaining they are somewhat likely to do so.

# Summary

- **Overall, more than one in six Arizona residents have heard, read, or seen information about Arizona Ready** in the past six months. This is consistent with previous waves of the study.

# All Respondents



***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards (previously known as Common Core State Standards)? (November 2013)***

	Oct '12 n=431 (A)	Apr '13 n=596 (B)	Aug '13 n=431 (C)	Nov '13 n=478 (D)	Mar '14 N=452 (E)
A lot	8%	8%	10%	15% <sup>AB</sup>	18% <sup>ABC</sup>
Moderate amount	15%	12%	11%	15%	18% <sup>C</sup>
A little	22%	23%	21%	23%	25%
Nothing at all	53%	54%	55%	46% <sup>ABCE</sup>	37% <sup>ABCD</sup>
Don't know	2%	3%	3%	1%	2%
Total	100%	100%	100%	100%	100%

<sup>ABCD</sup> Statistically significantly different from others in category

Note: question wording referred to "Common Core" state standards prior to November 2013.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	Oct '12 n=196 (A)	Apr '13 n=98 (B)	Aug '13 n=181 (C)	Nov '13 n=252 (D)	Mar '14 n=274 (E)
Very favorable	16%	10%	16%	13%	15%
Somewhat favorable	45%	34%	32%	33% <sup>A</sup>	30% <sup>A</sup>
Somewhat unfavorable	16%	23%	24%	22%	25% <sup>A</sup>
Very unfavorable	8%	11%	11%	17% <sup>A</sup>	20% <sup>ABC</sup>
Don't know	15%	22%	17%	15%	10% <sup>B</sup>
Total	100%	100%	100%	100%	100%

<sup>ABCD</sup> Statistically significantly different from others in category

*Note: question wording referred to "Common Core" state standards prior to November 2013.*

***These new standards have been set to internationally competitive levels of English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	Aug '13 n=431 (A)	Nov '13 n=478 (B)	Mar '14 n=452 (C)
Strongly favor	43%	39%	37%
Somewhat favor	29%	35%	33%
Somewhat oppose	10%	8%	10%
Strongly oppose	8%	7%	9%
Don't know	10%	10%	11%
Total	100%	100%	100%



***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	Nov '13 n=478 (A)	Mar '14 n=452 (B)
Very likely	20%	22%
Somewhat likely	30%	30%
Somewhat unlikely	18%	19%
Very unlikely	28%	26%
Don't know	3%	3%
Total	100%	100%

***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	Apr '13 n=596 (A)	Aug '13 n=431 (B)	Nov '13 n=478 (C)	Mar '14 n=452 (D)
Yes	14%	15%	16%	18%
No / Don't know	86%	85%	84%	82%
Total	100%	100%	100%	100%

# Parents / Non-Parents



## Summary: Parents / Non-Parents

- Nearly half (48%) of parents of school-aged children recall “a lot” or “a moderate amount” of information pertaining to Arizona’s College and Career Ready Standards, significantly more than non-parents (29%). However, awareness among both parents and non-parents has been increasing since the study began, and showed a slight (but not statistically significant) increase between November 2013 and March 2014.
- While approximately half of parents (52%) have a “somewhat favorable” or “very favorable” impression of the standards, one fifth (22%) reported having a “very unfavorable” impression. This is significantly higher than initial impressions (April and August 2013), but consistent with November 2013.
- Support levels tended to be strong among both parents and non-parents after listening to the description, with approximately two-thirds maintaining they “strongly/somewhat favor” implementing the new standards in Arizona.
- Parents were generally more likely than non-parents to engage in support activities for the standards.
- One in six study respondents reported awareness of Arizona Ready, consistent with previous waves of the study.

***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards -- previously known as Common Core State Standards?***

	Parent				Non-Parent			
	Apr '13 n=160 (A)	Aug '13 n=134 (B)	Nov '13 n=154 (C)	Mar '14 n=154 (D)	Apr '13 n=436 (A)	Aug '13 n=298 (B)	Nov '13 n=322 (C)	Mar '14 n=298 (D)
A lot	9%	19%	22% <sup>A</sup>	26% <sup>A</sup>	7%	7%	12% <sup>AB</sup>	13% <sup>AB</sup>
Moderate amount	11%	14%	20% <sup>A</sup>	22% <sup>A</sup>	13%	10%	13%	16%
A little	24%	27%	24%	18%	22%	18%	22%	29% <sup>B</sup>
Nothing at all	55%	39%	34% <sup>A</sup>	33% <sup>A</sup>	54%	61%	52% <sup>B</sup>	39% <sup>ABC</sup>
Don't know	1%	1%	0%	1%	4%	4%	1% <sup>AB</sup>	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards (previously known as Common Core State Standards) given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	Parent				Non-Parent			
	Apr '13 n=71 (A)	Aug '13 n=80 (B)	Nov '13 n=101 (C)	Mar '14 n=101 (D)	Apr '13 n=184 (A)	Aug '13 n=102 (B)	Nov '13 n=150 (C)	Mar '14 n=173 (D)
Very favorable	17%	24%	15%	16%	8%	9%	11%	15%
Somewhat favorable	33%	31%	35%	36%	34%	33%	30%	27%
Somewhat unfavorable	27%	23%	22%	24%	21%	26%	23%	25%
Very unfavorable	7%	11%	21% <sup>A</sup>	22% <sup>A</sup>	12%	11%	15%	19%
Don't know	13%	11%	7%	2% <sup>A</sup>	25%	21%	21%	14% <sup>A</sup>
Total	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***These new standards have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	Parent			Non-Parent		
	Aug '13 n=134 (A)	Nov '13 n=154 (B)	Mar '14 n=154 (C)	Aug '13 n=298 (A)	Nov '13 n=322 (B)	Mar '14 n=298 (C)
Strongly favor	48%	34% <sup>A</sup>	39%	40%	41%	36%
Somewhat favor	32%	42%	34%	28%	33%	31%
Somewhat oppose	11%	11%	7%	9%	7%	11%
Strongly oppose	6%	9%	13% <sup>A</sup>	10%	6%	8%
Don't know	3%	4%	7%	13%	13%	14%
Total	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	Parent		Non-Parent	
	Nov '13 n=154 (A)	Mar '14 n=154 (B)	Nov '13 n=322 (A)	Mar '14 n=298 (B)
Very likely	28%	29%	16%	17%
Somewhat likely	36%	29%	28%	30%
Somewhat unlikely	18%	21%	19%	19%
Very unlikely	17%	19%	34%	31%
Don't know	1%	2%	3%	3%
Total	100%	100%	100%	100%



***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	Parent				Non-Parent			
	Apr '13 n=160 (A)	Aug '13 n=134 (B)	Nov '13 n=154 (C)	Mar '14 n=154 (D)	Apr '13 n=436 (A)	Aug '13 n=298 (B)	Nov '13 n=322 (C)	Mar '14 n=298 (D)
Yes	12%	18%	21% <sup>A</sup>	16%	15%	14%	14%	19%
No / Don't know	88%	82%	79% <sup>A</sup>	84%	85%	86%	86%	81%
Total	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

# Respondent Age



## Summary: Respondent Age

- Those aged 50 and older who report having seen or heard “nothing at all” related to Arizona’s College and Career Ready Standards continues to decrease, going from 59% initially to 35% in March 2014. Conversely, the proportion of those indicating they have seen or heard “a lot” about the standards has increased among the 50+ segment.
- There has been a significant increase in those with an unfavorable impression among the under 50 age group. Currently, one-quarter (27%) say they have a “very unfavorable” impression of the standards, up from just 5% in the initial, October 2012 study. In addition, 23% say their impressions are “somewhat unfavorable.” Conversely, there was a slight bump in favorability ratings among those 50 or older in the past year – 8% “very favorable” in April 2013 to 19% “very favorable” in March 2014.
- Support levels tended to be strong among both age groups after listening to the description. Interestingly, there was a significant increase in those younger than 50 reporting they “don’t know” if they support or do not support the initiative – 5% in April and November 2013 and 11% in March 2014 – suggesting some confusion still exists.
- Among both age groups, less than one fifth reported awareness of Arizona Ready.

***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards -- previously known as Common Core State Standards?***

	<50					50+				
	Oct '12 n=174 (A)	Apr '13 n=172 (B)	Aug '13 n=157 (C)	Nov '13 n=192 (D)	Mar '14 n=189 (E)	Oct '12 n=255 (A)	Apr '13 n=413 (B)	Aug '13 n=270 (C)	Nov '13 n=277 (D)	Mar '14 n=261 (E)
A lot	13%	12%	13%	19%	19%	5%	6%	9%	11% <sup>AB</sup>	17% <sup>ABC</sup>
Moderate amount	19%	12%	10%	19% <sup>C</sup>	19% <sup>C</sup>	13%	13%	11%	13%	18% <sup>C</sup>
A little	22%	24%	23%	19%	22%	21%	22%	19%	26% <sup>C</sup>	27% <sup>C</sup>
Nothing at all	45%	51%	53%	42% <sup>C</sup>	40% <sup>BC</sup>	59%	55%	56%	49% <sup>A</sup>	35% <sup>ABC</sup> <sub>D</sub>
Don't know	1%	1%	1%	1%	--	2%	4%	5%	1% <sup>BC</sup>	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards (previously known as Common Core State Standards) given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	<50					50+				
	Oct '12 n=95 (A)	Apr '13 n=82 (B)	Aug '13 n=73 (C)	Nov '13 n=109 (D)	Mar '14 n=112 (E)	Oct '12 n=99 (A)	Apr '13 n=170 (B)	Aug '13 n=106 (C)	Nov '13 n=138 (D)	Mar '14 n=161 (E)
Very favorable	16%	15%	21%	14%	10% <sup>C</sup>	16%	8%	12%	12%	19% <sup>B</sup>
Somewhat favorable	46%	32%	27%	40%	33%	44%	36%	37%	26% <sup>A</sup>	29% <sup>A</sup>
Somewhat unfavorable	20%	33%	27%	23%	23%	12%	18%	22%	22% <sup>A</sup>	25% <sup>A</sup>
Very unfavorable	5%	6%	11%	15% <sup>AB</sup>	27% <sup>AB CD</sup>	11%	13%	11%	20% <sup>C</sup>	16%
Don't know	13%	14%	14%	8%	7%	17%	25%	18%	20%	12% <sup>B</sup>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***These new standards have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	<50			50+		
	Aug '13 n=157 (A)	Nov '13 n=192 (B)	Mar '14 n=189 (C)	Aug '13 n=270 (A)	Nov '13 n=277 (B)	Mar '14 n=261 (C)
Strongly favor	50%	36% <sup>A</sup>	34% <sup>A</sup>	38%	41%	39%
Somewhat favor	28%	40% <sup>A</sup>	33%	30%	33%	32%
Somewhat oppose	10%	11%	9%	9%	7%	10%
Strongly oppose	7%	8%	13%	9%	7%	7%
Don't know	5%	5%	11% <sup>AB</sup>	14%	12%	12%
Total	100%	100%	100%	100%	100%	100%

In data columns for November, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	<50		50+	
	Nov '13 n=192 (A)	Mar '14 n=189 (B)	Nov '13 n=277 (A)	Mar '14 n=261 (B)
Very likely	25%	21%	17%	22%
Somewhat likely	36%	32%	27%	29%
Somewhat unlikely	19%	20%	18%	18%
Very unlikely	18%	26%	35%	27% <sup>A</sup>
Don't know	2%	1%	3%	4%
Total	100%	100%	100%	100%

In data columns for November, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	<50				50+			
	Apr '13 n=172 (A)	Aug '13 n=157 (B)	Nov '13 n=192 (C)	Mar '14 n=189 (D)	Apr '13 n=413 (A)	Aug '13 n=270 (B)	Nov '13 n=277 (C)	Mar '14 n=261 (D)
Yes	13%	15%	18%	15%	14%	15%	15%	19%
No / Don't know	87%	85%	82%	85%	86%	85%	85%	81%
Total	100%	100%	100%	100%	100%	100%	100%	100%



# Party Affiliation



## Summary: Party Affiliation

- A similar proportion of Democrats, Republicans, and Independents reported they have heard “a lot” or “a moderate amount” about Arizona’s College and Career Ready Standards. Those reporting they have seen or heard “nothing at all” decreased among all party affiliations.
- Democrats and Independents tended to have a more favorable impression of the standards. Interestingly, compared to August, a significantly higher proportion of Republicans reported having a “very unfavorable” impression.
- Support levels tended to be strong among all political affiliations after listening to the description.
- Likelihood to engage in support activities was similar among each political affiliation.
- Independents were more likely to report awareness of Arizona Ready than were Democrats.

## ***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards -- previously known as Common Core State Standards?***

	Democrat				Republican				Independent			
	Apr '13 n=179 (A)	Aug '13 n=109 (B)	Nov '13 n=104 (C)	Mar '14 n=115 (D)	Apr '13 n=172 (A)	Aug '13 n=112 (B)	Nov '13 n=141 (C)	Mar '14 n=119 (D)	Apr '13 n=168 (A)	Aug '13 n=143 (B)	Nov '13 n=127 (C)	Mar '14 n=128 (D)
A lot	7%	13%	20% <sup>A</sup>	17% <sup>A</sup>	8%	10%	13%	18% <sup>A</sup>	10%	11%	13%	19% <sup>A</sup>
Moderate amount	17%	8%	13%	22% <sup>B</sup>	8%	10%	18% <sup>A</sup>	18% <sup>A</sup>	14%	16%	18%	19%
A little	22%	20%	22%	21%	27%	23%	29%	29%	18%	20%	20%	26%
Nothing at all	51%	55%	42%	38% <sup>AB</sup>	54%	54%	39% <sup>AB</sup>	34% <sup>AB</sup>	54%	52%	49%	33% <sup>AB</sup>
Don't know	3%	4%	3%	2%	3%	3%	1%	1%	4%	1%	0%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards (previously known as Common Core State Standards) given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	Democrat				Republican				Independent			
	Apr 13 n=83 (A)	Aug '13 n=45 (B)	Nov '13 n=57 (C)	Mar '14 n=69 (D)	Apr '13 n=74 (A)	Aug '13 n=48 (B)	Nov '13 n=84 (C)	Mar '14 n=77 (D)	Apr '13 n=72 (A)	Aug 13 n=67 (B)	Nov '13 n=65 (C)	Mar '14 n=82 (D)
Very favorable	8%	18%	25% <sup>A</sup>	18%	12%	12%	7%	14%	11%	16%	8%	17%
Somewhat favorable	29%	40%	35%	39%	35%	44%	26% <sup>B</sup>	25% <sup>B</sup>	42%	21%	35%	32%
Somewhat unfavorable	31%	22%	16% <sup>A</sup>	23%	15%	15%	24%	27%	18%	31%	25%	22%
Very unfavorable	10%	13%	10%	7%	14%	8%	24% <sup>B</sup>	23% <sup>B</sup>	12%	11%	20%	21%
Don't know	22%	7%	14%	13%	24%	21%	19%	10% <sup>A</sup>	17%	21%	12%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***These new standards have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	Democrat			Republican			Independent		
	Aug '13 n=109 (A)	Nov '13 n=104 (B)	Mar '14 n=115 (C)	Aug '13 n=112 (A)	Nov '13 n=141 (B)	Mar '14 n=119 (C)	Aug '13 n=143 (A)	Nov '13 n=127 (B)	Mar '14 n=128 (C)
Strongly favor	46%	52%	41%	44%	28% <sup>A</sup>	35%	38%	40%	40%
Somewhat favor	31%	30%	36%	27%	42% <sup>A</sup>	35%	33%	36%	32%
Somewhat oppose	11%	6%	8%	10%	8%	10%	10%	9%	11%
Strongly oppose	4%	6%	6%	7%	11%	12%	13%	6%	8%
Don't know	8%	6%	9%	12%	11%	8%	6%	9%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	Democrat		Republican		Independent	
	Nov '13 n=104 (A)	Mar '14 n=115 (B)	Nov '13 n=141 (A)	Mar '14 n=119 (B)	Nov '13 n=127 (A)	Mar '14 n=128 (B)
Very likely	25%	23%	19%	20%	19%	27%
Somewhat likely	33%	29%	33%	25%	32%	33%
Somewhat unlikely	17%	21%	19%	19%	17%	21%
Very unlikely	21%	25%	24%	33%	31%	18% <sup>A</sup>
Don't know	4%	2%	5%	3%	1%	1%
Total	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	Democrat				Republican				Independent			
	Apr 13 n=179 (A)	Aug 13 n=109 (B)	Nov 13 n=104 (C)	Mar 14 n=115 (D)	Apr 13 n=167 (A)	Aug13 n=112 (B)	Nov13 n=141 (C)	Mar 14 n=119 (D)	Apr 13 n=168 (A)	Aug13 n=143 (B)	Nov'13 n=127 (C)	Mar 14 n=128 (D)
Yes	14%	13%	18%	10%	12%	23%	17%	19%	17%	15%	18%	23%
No / Don't know	86%	87%	82%	90%	88%	77%	83%	81%	83%	85%	82%	77%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Respondent Income





## Summary: Respondent Income

- There has been an increase in awareness among those with incomes under \$75K, going from 15% who have seen or heard “a lot” or “a moderate amount” in the October 2012 study to 34% in the March 2014 study. As might be expected, there has been a corresponding decrease in those saying they have seen or heard “nothing at all.”
- Those with lower annual household incomes tended to have a slightly more favorable impression of the standards. Approximately one fifth of those with higher annual household incomes report a “very unfavorable” opinion, with an additional 31% saying “somewhat unfavorable.”
- Support levels tended to be strong among both income groups after listening to the description. This is consistent with previous waves of the study.
- Just over half of those in each income group reported they would be “very likely” or “somewhat likely” to engage in support activities for the standards.
- Awareness levels for Arizona Ready have not changed significantly among either income group.

## ***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards -- previously known as Common Core State Standards?***

	<\$75k					\$75k+				
	Oct '12 n=194 (A)	Apr '13 n=307 (B)	Aug '13 n=207 (C)	Nov '13 n=247 (D)	Mar '14 n=214 (E)	Oct '12 n=141 (A)	Apr '13 n=168 (B)	Aug '13 n=144 (C)	Nov '13 n=141 (D)	Mar '14 n=141 (E)
A lot	4%	7%	5%	10% <sup>AC</sup>	14% <sup>ABC</sup>	17%	12%	21%	19%	26% <sup>B</sup>
Moderate amount	11%	14%	11%	13%	20% <sup>AC</sup>	18%	12%	13%	21% <sup>B</sup>	20%
A little	25%	20%	21%	22%	25%	17%	24%	22%	24%	24%
Nothing at all	58%	56%	60%	54%	39% <sup>ABC</sup> <sub>D</sub>	48%	51%	42%	35% <sup>AB</sup>	29% <sup>AB</sup>
Don't know	2%	3%	3%	1%	2%	-	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards (previously known as Common Core State Standards) given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	<\$75k					\$75k+				
	Oct '12 n=79 (A)	Apr '13 n=125 (B)	Aug 13 n=75 (C)	Nov 13 n=111 (D)	Mar 14 n=125 (E)	Oct '12 n=73 (A)	Apr '13 n=81 (B)	Aug 13 n=81 (C)	Nov 13 n=90 (D)	Mar 14 n=99 (E)
Very favorable	11%	8%	7%	12%	14%	25%	14%	25%	14%	17%
Somewhat favorable	47%	33%	36%	39%	36%	48%	39%	35%	26% <sup>A</sup>	23% <sup>A</sup>
Somewhat unfavorable	18%	27%	29%	19%	22%	14%	17%	18%	26%	31% <sup>ABC</sup>
Very unfavorable	9%	12%	16%	18%	21% <sup>A</sup>	7%	9%	8%	19% <sup>AC</sup>	19% <sup>A</sup>
Don't know	15%	20%	12%	12%	7% <sup>B</sup>	6%	21%	14%	15%	10% <sup>B</sup>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***These new standards have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	<\$75k			\$75k+		
	Aug '13 n=207 (A)	Nov '13 n=247 (B)	Mar '14 n=214 (C)	Aug '13 n=144 (A)	Nov '13 n=141 (B)	Mar '14 n=141 (C)
Strongly favor	38%	42%	35%	50%	38% <sup>A</sup>	41%
Somewhat favor	33%	36%	36%	27%	39% <sup>A</sup>	31%
Somewhat oppose	13%	7% <sup>A</sup>	10%	10%	9%	11%
Strongly oppose	8%	6%	9%	6%	8%	11%
Don't know	8%	9%	10%	7%	6%	6%
Total	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	<\$75k		\$75k+	
	Nov '13 n=247 (A)	Mar '14 n=214 (B)	Nov '13 n=141 (A)	Mar '14 n=141 (B)
Very likely	16%	20%	24%	28%
Somewhat likely	34%	32%	29%	28%
Somewhat unlikely	20%	21%	19%	20%
Very unlikely	28%	24%	26%	23%
Don't know	2%	3%	2%	1%
Total	100%	100%	100%	100%

***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	<\$75k				\$75k+			
	Apr '13 n=307 (A)	Aug '13 n=207 (B)	Nov '13 n=247 (C)	Mar '14 n=214 (D)	Apr '13 n=168 (A)	Aug '13 n=144 (B)	Nov '13 n=141	Mar '14 n=141 (D)
Yes	11%	13%	14%	14%	20%	15%	20%	21%
No / Don't know	89%	87%	86%	86%	80%	85%	80%	79%
Total	100%	100%	100%	100%	100%	100%	100%	100%

# Profession



## Summary: Profession

- Educators were much more likely than those in other professions to report they have heard or seen “a lot” or “a moderate amount” about Arizona’s College and Career Ready Standards. However, there continues to be a decrease in the portion of non-educators saying they have seen or heard “nothing at all.”
- While the sample sizes for educators are very small, there is some indication of a shift in attitudes among those with favorable impressions of Arizona’s College and Career Ready Standards. In addition there has been an increase in the portion of non-educators saying they have a “very unfavorable” impression – 9% in April 2013 and 23% in March 2014.
- Over half of educators and non-educators reported they were “very likely” or “somewhat likely” to engage in support activities for the standards.
- Over one third of educators reported awareness of Arizona Ready, while less than one fifth of non-educators reported awareness.



***Thinking about the last six months, how much have you seen, read or heard about Arizona's College and Career Ready Standards -- previously known as Common Core State Standards?***

	Educator				Other			
	Apr '13 n=19 (A)	Aug '13 n=32 (B)	Nov '13 n=31 (C)	Mar '14 n=14 (D)	Apr '13 n=211 (A)	Aug '13 n=188 (B)	Nov '13 n=211	Mar '14 n=174 (D)
A lot	58%	53%	55%	64%	5%	7%	13% <sup>AB</sup>	14%
Moderate amount	11%	3%	13%	22%	12%	13%	15%	19%
A little	10%	22%	16%	7%	25%	23%	21%	26%
Nothing at all	21%	22%	16%	7%	56%	55%	50%	40% <sup>AB</sup>
Don't know	-	-	-	-	2%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***Has what you have seen, read or heard recently about Arizona's College and Career Ready Standards (previously known as Common Core State Standards) given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?***

	Educator				Other			
	Apr '13 n=15 (A)	Aug '13 n=25 (B)	Nov '13 n=26 (C)	Mar '14 n=13 (D)	Apr '13 n=88 (A)	Aug '13 n=80 (B)	Nov '13 n=105 (C)	Mar '14 n=103 (D)
Very favorable	40%	48%	31%	15%	9%	11%	10%	10%
Somewhat favorable	46%	28%	31%	15%	42%	36%	38%	27% <sup>A</sup>
Somewhat unfavorable	-	12%	15%	62%	23%	21%	21%	28%
Very unfavorable	7%	4%	8%	8%	9%	13%	21% <sup>A</sup>	23% <sup>A</sup>
Don't know	7%	8%	15%	-	17%	19%	10%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***These new standards have been set to internationally competitive levels in English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?***

	Educator			Other		
	Aug '13 n=32 (A)	Nov '13 n=31 (B)	Mar '14 n=14 (C)	Aug '13 n=188 (A)	Nov '13 n=211 (B)	Mar '14 n=174 (C)
Strongly favor	60%	29% <sup>A</sup>	14%	45%	40%	33% <sup>A</sup>
Somewhat favor	19%	45%	36%	33%	38%	37%
Somewhat oppose	9%	10%	21%	10%	6%	11%
Strongly oppose	9%	6%	21%	7%	8%	10%
Don't know	3%	10%	7%	5%	8%	9%
Total	100%	100%	100%	100%	100%	100%

In data columns for November and March, *ABC* indicates significantly different than previous time period(s) at the 95% confidence level.

***There are many opportunities to support Arizona's College and Career Ready Standards (previously known as Common Core State Standards). Examples include: talking about them with a friend or neighbor, asking your local school or teacher what they are doing to implement the standards, sharing information online or voting for political candidates who support the standards. Knowing what you know, how likely are you to engage in one or more of these activities?***

	Educator		Other	
	Nov '13 n=31 (A)	Mar '14 n=14 (B)	Nov '13 n=211 (A)	Mar '14 n=174 (B)
Very likely	35%	50%	20%	20%
Somewhat likely	32%	21%	34%	32%
Somewhat unlikely	13%	7%	20%	20%
Very unlikely	10%	21%	24%	27%
Don't know	10%	-	2%	1%
Total	100%	100%	100%	100%

***In 2011, Governor Jan Brewer launched an education reform initiative to help Arizona kids and families prepare for the next century. The plan is called Arizona Ready. Over the past six months have you heard, read, or seen information about Arizona Ready?***

	Educator				Other			
	Apr '13 n=19 (A)	Aug '13 n=32 (B)	Nov '13 n=31 (C)	Mar '14 n=14 (D)	Apr '13 n=211 (A)	Aug '13 n=188 (B)	Nov '13 n=211 (C)	Mar '14 n=174 (D)
Yes	32%	22%	39%	36%	15%	12%	17%	16%
No / Don't know	68%	78%	61%	64%	85%	88%	83%	84%
Total	100%	100%	100%	100%	100%	100%	100%	100%